

For Six Month Period Ending 01/31/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant
JAMAICA TOURIST BOARD

(b) Registration No.
2360

(c) Business Address(es) of Registrant
5201 BLUE LAGOON DR.
SUITE 670
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

N/A

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his service.

N/A

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
RUBY HENRY	SNR. MARKETING REPRESENTATIVE	SEPT 30, 2009

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

N/A

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

NOT APPLICABLE

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A ³	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Exhibit B ⁴	Yes <input type="checkbox"/>	No <input type="checkbox"/>

NIA

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period?

Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits?

Yes ☐ No ☐

If no, please attach the required amendment.

NIA

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Jamaica Tourist Board conducted sales calls on travel agents, tour operators and incentive houses. The Board also visited airlines and group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica.

The Board participated in trade and consumer shows during this 6-month period and travel agents were hosted at seminars and blitzes throughout the United States. They were also hosted on familiarization (Fam) trips to Jamaica for site inspection tours of the hotels and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast.

Jamaica brochures, DVD's and videos were distributed at all events listed on the CALENDAR OF ACTIVITIES attached.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
AUGUST 1, 2009 - JANUARY 31, 2010	PLEASE SEE ATTACHED BREAKDOWN		

\$1,227,980.22

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
AUGUST 1, 2009 - JANUARY 31, 2010	PLEASE SEE ATTACHED BREAKDOWN	GENERAL OPERATING EXPENSES	

\$1,161,244.39

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input checked="" type="checkbox"/> Letters or telegrams |
| <input checked="" type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input checked="" type="checkbox"/> Pamphlets or other publications | <input checked="" type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|--|---|
| <input type="checkbox"/> Public officials | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input checked="" type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input checked="" type="checkbox"/> Other (specify) TRAVEL TRADE | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

N/A

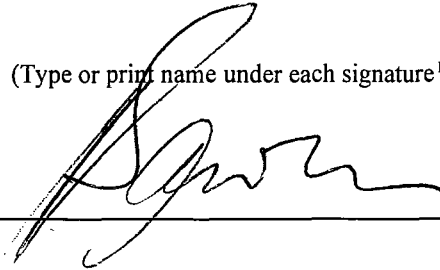
¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI – EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

3/12/10

(Type or print name under each signature¹³)

DONALD DAWSON

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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

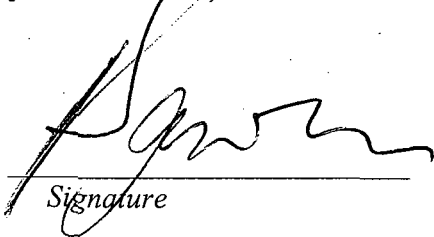
YES X or NO _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES X or NO _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)


Signature

3/12/10
Date

DONALD DAWSON
Please type or print name of
Signatory on the line above

DEPUTY DIRECTOR/SALES
Title

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JAMAICA

ATTACHMENT 14 (a)

RECEIPTS – MONIES: JTB Miami, FL (for 6-month period ending JANUARY 2010)

<u>DATE</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	Jamaica Tourist Board 64 Knutsford Boulevard Kingston 5 Jamaica, W.I.		
AUGUST 2009		General Operating Expenses	128,501.26
SEPTEMBER 2009		" " "	140,408.36
OCTOBER 2009		" " "	481,171.32
NOVEMBER 2009		" " "	162,865.66
DECEMBER 2009		" " "	113,177.62
JANUARY 2010		" " "	<u>201,856.00</u>
		TOTAL	\$1,227,980.22

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JAMAICA

ATTACHMENT 15 (a)

DISBURSEMENTS – MONIES: JTB Miami, FL (for 6-month period ending JANUARY 2010)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST 2009	General Operating Expenses	128,880.44
SEPTEMBER 2009	" " "	131,506.45
OCTOBER 2009	" " "	369,308.16
NOVEMBER 2009	" " "	262,030.95
DECEMBER 2009	" " "	158,741.60
JANUARY 2010	" " "	<u>110,776.79</u>
		\$1,161,244.39

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2009 - JANUARY 31, 2010

ACTIVITY	Location	Date/s	Rationale	REGION	Responsibility	Target	Qty/Type
Taste of the Caribbean	Hartford, CT	8/1/2009 0:00	This event is in its 4th year and showcases West Indian culture, music and cuisine to the greater Hartford community. The JTB will participate with a booth and partner with hoteliers to have a "Jamaica Section".	Northeast	Woolcock	1500	Consumers
Missouri State Town & Country Fair	Washington, MO	8/5-9/2009	JTB will partner with Apple Vacations and Time to Travel at this large consumer show which draws attendees from many surrounding states.	Midwest	Christie	120000	Consumers
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	8/6/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Jamaica Independence Ball 2009	New York, NY	8/8/2009 0:00	JTB will sponsor this annual event hosted by the Jamaica Independence Celebration Foundation by purchasing a corporate table. NE marketing staff will attend along with invited travel partners.	Northeast	King/Sinclair	500	Consumers
Interline Travel Fair	Atlanta, GA	8/11/2009 0:00	Travel show designed specially for Delta Airlines airport employees which presents an excellent opportunity to promote the Jamaica product.	South	Bronstorph	500	Trade
Destination Training - Atlas Travel	Ft. Lauderdale, FL	8/12/2009 0:00	Update reservation agents on the destination product.	South	Henry	5	Agents

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JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2009 - JANUARY 31, 2010

ACTIVITY	Location	Date/s	Rationale	REGION	Responsibility	Target	Qty/Type
MPI - SEC (Meeting Professionals Intl - SE Chapter)	Miami, FL	8/13-15/2009	* <i>Georgia Meeting Planners Intl - Summer Educational Alliance</i> Provides educational resources and networking business opportunities for the meeting professional. Opportunity to educate this membership on the groups and incentives market to Jamaica.	Groups	Bullock	500	Planners
Destination Training - GoGo Worldwide Vacations	Ft. Lauderdale, FL	8/13/2009 0:00	Update reservation agents on the Jamaica product.	South	Henry	12	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	8/13/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
CTO/ASTA New England - Jamaica Presentation	Boston, MA	8/13/2009 0:00	Great opportunity to update the membership of both these organizations at one sitting. Agents from Massachusetts, New Hampshire and Rhode Island will attend in strong numbers.	Northeast	Woolcock	60	Agents
Mellow Mushroom Promotion	Delray Beach, FL	8/14/2009 0:00	In a promotion initiated by Ruder Finn, JTB promoted the destination at the Mellow Mushroom Pizzeria Restaurant in Broward County. Customers had the opportunity to win a prize trip to Jamaica and visit the newly launched <i>Jerk Trail</i> .	South	Henry	150	Consumers
Virtuoso Travel Mart	Las Vegas, NV	8/16-21/2009	Opportunity to network with more than 1,200 members and 1,400 suppliers at this key annual event.	West	Rose	2600	Agents
Washington Bridal Showease	Baltimore, MD	8/16/2009 0:00	Event with great potential to increase the wedding and honeymoon business from the Virginia market to Jamaica.	Northeast	Harper	500	Consumers

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2009 - JANUARY 31, 2010

ACTIVITY	Location	Date/s	Rationale	REGION	Responsibility	Target	Qty/Type
Destination Training - GoGo Worldwide Vacations	Orlando, FL	8/19/2009 0:00	Update reservation agents on the Jamaica product.	South	Wright	7	Agents
Funjet Vacations Fall Show	Minneapolis, MN	8/19/2009 0:00	Annual Fall/Winter product launch by this tour operator to highlight their Winter 2010 product offerings.	Midwest	Bucknor	250	Agents
Destination Training - Liberty Travel	Hollywood, FL	8/20/2009 0:00	Update reservation agents on the Jamaica product.	South	Henry	8	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	8/20/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Funjet Vacations Fall Show	Chicago, IL	8/20/2009 0:00	Annual Fall/Winter product launch by this tour operator to highlight their Winter 2010 product offerings.	Midwest	Bucknor	250	Agents
6th Annual New York Call	East Meadow, NY	8/22/2009 10:00	Jamaica will be the sole tourist destination represented at this community faith-based multi-cultural event. The mission of the NY Call is to unify people of all backgrounds while breaking down cultural, racial and denominational barriers through continual fellowship during this annual inspirational outing targeted to the entire family. It is one of the biggest events in this area and will feature motivational speaking, music and food. The JTB and Air Jamaica will join forces to market the destination with Grace Kennedy providing refreshments.	Northeast	Sinclair	30000	Consumers
Philadelphia Caribbean Festival	Philadelphia, PA	8/23/2009 11:00	Traditionally a show that attracts a diverse Caribbean and American consumer base looking for vacation specials.	Northeast	Senior	5000	Consumers

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2009 - JANUARY 31, 2010

ACTIVITY	Location	Date/s	Rationale	REGION	Responsibility	Target	Qty/Type
Incentiveworks (formerly CMITS)	Toronto, CANADA	8/24-27/2009	Annual conference/trade show targeting the Canadian meeting/incentive planner and travel professional.	Groups	Bullock/Hamilton	2000	Buyer
Funjet Vacations Fall Show	St. Louis, MO	8/24/2009 0:00	Annual Fall/Winter product launch by this tour operator to highlight their Winter 2010 product offerings.	Midwest	Bucknor	250	Agents
AAA Destination Specialist Caribbean Class	Hayward, CA	8/25/2009 0:00	Opportunity to update agents on the product.	West	Holland	20	Agents
Funjet Vacations Fall Show	Milwaukee, WI	8/25/2009 0:00	Annual Fall/Winter product launch by this tour operator to highlight their Winter 2010 product offerings.	Midwest	Bucknor	250	Agents
Connect Marketplace 2009	Las Vegas, NV	8/27-30/2009	Appointment-based trade event for the SMERF (Social, Military, Educational, Religious, Fraternities) market.	Groups	Clarke	500	Planners
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	8/27/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Houston Wedding Showcase	Houston, TX	8/29/2009 0:00	Opportunity to showcase Jamaica as an ideal destination for weddings and honeymoons.	Southwest	Rose	1000	Consumers
Jamaican Children's Heart Fund - The Harder They Come Musical	Miami, FL	8/29/2009 0:00	The JTB will sponsor the Pre-Performance Reception for the opening of the musical "The Harder They Come". Proceeds from this performance will benefit the Jamaican Children's Heart Fund.	South	Henry	200	Consumers
Jamaica Day at Costco Travel	Issaquah, WA	9/3/2009 0:00	Train reservation agents on the Jamaica product.	West	Holland	70	Agents
American/Jamaican Chamber of Commerce Bus. Expo	Miramar, FL	9/3-4/2009	JTB will have a booth with collateral material at this event focused on promoting new business contracts available in Jamaica	South	Henry	100	Consumers

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2009 - JANUARY 31, 2010

ACTIVITY	Location	Date/s	Rationale	REGION	Responsibility	Target	Qty/Type
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	9/3/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Destination Training - Adventure Travel	Lakeland, FL	9/9/2009 0:00	Train and update reservation agents on the Jamaica product.	South	Wright	14	Agents
Jamaica Seminar/Dinner - CTO Chicago Chapter	Chicago, IL	9/9/2009 0:00	JTB will be the main sponsor of this monthly chapter meeting and will use the opportunity to provide an in-depth training seminar and video on the Jamaica product.	Midwest	Bucknor	70	Agents
GaMPI SEA Conference-POSTPONED	Montego Bay, Jamaica	9/10-13/2009	Opportunity to showcase the destination to a captive audience of corporate, associations and independent planners/decision makers.	Groups	Bullock/Clarke	250	Planners
JTB/JM Fall Fly-in	MBJ/OCJ/NEG	9/10-14/2009	Annual Fall Fam trip with participating agents from all the Air Jamaica gateways - JFK, BWI, PHL, FLL and MCO. Due to the schedule out of Chicago, this trip will run Sept. 12 - 16 instead.	National	Sales team	150	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	9/10/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 1, 2009 - JANUARY 31, 2010

ACTIVITY	Location	Date/s	Rationale	REGION	Responsibility	Target	Qty/Type
JTB/Midwest Fall Fam Trip	Montego Bay/Ocho Rios	9/12-16/2009	Educate travel agents on the Jamaica product but on-island. Agents will fly via Air Jamaica from the Chicago gateway.	Midwest	JTB/MBJ	20	Agents
Prestige Travel & Cruises 15th Annual Crs & Vacation Tvl Sh	Las Vegas, NV	9/12/2009 0:00	Opportunity to promote the destination as well as the new US Airways service from Phoenix, Arizona.	West	Rose	3000	Consumers
TheTRADEShow	Las Vegas, NV	9/13-15/2009	Annual ASTA (Allied Society of Travel Agents) Trade show. JTB will participate with 2 booths.	West	Rose/Holland	2000	Agents
JTB/JHTA Ocho Rios Chapter Florida Blitz	Miami, FL	9/14-18/2009	JTB will partner with JHTA for a sales call blitz in the Miami-Dade County.	South	Wright	40	Agents
Interline Travel Show	Chicago, IL	9/14/2009 0:00	Consumer show targeting airline employees considering a vacation. Excellent possibilities for Jamaica with non-stop air from Chicago.	Midwest	Bucknor	180	Consumers
Jamaica Day at American Express Vacations	Philadelphia, PA	9/15/2009 0:00	An opportunity to expose the Jamaica product to top american Express clients.	Northeast	Senior	200	Consumers
Destination Training - GoGo WWVacations - CANX	Wilmington, DE	9/15/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Harper	10	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Denver, CO	9/15/2009 0:00	Annual support of tour operator program.	West	Holland	100	Agents
Apple Vacations Product Launch	Chicago, IL	9/15-16/2009	Annual Fall/Winter product launch by this tour operator to highlight their Winter 2010 product offerings.	Midwest	Bucknor/Mesquita	2000	Agents
JTB/CTO Miami Chapter Jamaica Evening	Miami, FL	9/15/2009 0:00	JTB will partner with the JHTA Ocho Rios Chapter to host CTO's monthly meeting and update their membership on the Jamaica product.	South	Henry/Wright	80	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Newport Beach, CA	9/16/2009 0:00	Annual support of tour operator program.	West	Holland	100	Agents
Liberty Travel Buzz Night	Deptford, NJ	9/16/2009 0:00	The JTB, Air Jamaica and a hotel partner (to be confirmed) will host Liberty Travel's tri-state's agents from NJ, PA and DE. The event is aimed at updating agents of this key booking group on Jamaica's tourism product as we begin the drive for business for winter 2009.	Northeast	Senior	100	Agents
Southern NJ Chamber of Commerce Business Expo	Cherry Hill, NJ	9/17/2009 0:00	An opportunity to promote destination Jamaica to a large number of business people in this day-long marketplace.	Northeast	Senior	3500	Consumers

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TRAVEL IMPRESSIONS 2009 TRADE SHOW	Los Angeles, CA	9/17/2009 0:00	Annual support of tour operator program.	West	Holland	100	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	9/17/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Worldclass Travel Network's Fall Travel Show (AM)	Bloomington, MN	9/17/2009 0:00	Travel agency show to update their reservation agents on the Jamaica product.	Midwest	McDermoth	40	Agents
Travel by Nelson 20th Anniversary Consumer Show(PM)	Woodbury, MN	9/17/2009 0:00	Consumer show hosted by this travel agency to promote the Jamaica product to their clients.	Midwest	McDermoth	250	Consumers
JTB/GOGO OSSN Jamaica Presentation	Kansas City, MO	9/18/2009 0:00	JTB will partner with GoGo Tours to update the members of OSSN on the destination product.	Midwest	Christie	25	Agents
New York Urban League Football Classic	New York, NY	9/19/2009 0:00	JTB has partnered with Air Jamaica to sponsor the 38th Annual Football Classic being held at the Giants Stadium in NY. A tailgate party will present an opportunity to distribute collateral and prizes.	Northeast	Senior	8000	Consumers
JTB 2009 Product Launch Sales Call Blitz	Sacramento, San Francisco	9/21-22/2009	JTB will partner with hoteliers on a sales call blitz of these three cities in California. Teams will be formed and agencies will be visited to update their staff on the Jamaica product.	West	Sales team	70	Agents
TNT Vacations 2009 Fall Trade Show	Cranston, RI	9/21/2009 0:00	This is one of Jamaica's major tour operators in the Northeast Region and they will showcase their product offerings at their annual shows to help boost winter business.	Northeast	Woolcock	200	Agents

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JTB 2009 Product Launch Sales Call Blitz	Missouri (3 cities)	9/22-24/2009	JTB will partner with hoteliers on a sales call blitz of this state, targeting Springfield, Joplin and Kansas City, MO. Teams will be formed and agencies will be visited to update their staff on the Jamaica product.	Midwest	Sales team	65	Agents
TNT Vacations 2009 Fall Trade Show	Nashua, NH	9/22/2009 0:00	This is one of Jamaica's major tour operators in the Northeast Region and they will showcase their product offerings at their annual shows to help boost winter business.	Northeast	Woolcock	200	Agents
GoGo Worldwide Showcase	New York City, NY	9/23/2009 0:00	JTB will participate at this event when GoGo will introducing their 2009 showcase.	Northeast	Dobson	500	Agents
Bank of America Cultural Fair	Charlotte, NC	9/23/2009 0:00	Bank of America headquartered in Charlotte is the largest financial institution in the US and employ over 9,000 staff members of which 1,600 are Jamaican. This fair presents an excellent opportunity to showcase the destination to the BOA staff as Charlotte is also the hub for US Airways which provides daily non-stop service to Montego Bay.	South	Wright	3000	Consumers
JTB 2009 Product Launch Fall Series	Santa Clara, CA	9/23/2009 0:00	Annual fall seminar series to update the trade on the destination product.	West	Holland	80	Agents
TNT Vacations 2009 Fall Trade Show	Randolph, MA	9/23/2009 0:00	This is one of Jamaica's major tour operators in the Northeast Region and they will showcase their product offerings at their annual shows to help boost winter business.	Northeast	Woolcock	200	Agents
JTB Fall Fam Trip - CANX, no seats available	MBJ/OCJ	9/24-28/2009	Fall fam trip targeting agents in the Northeast region. Available seats are from the New York and Baltimore gateways only.	Northeast	JTB/MBJ	10	Agents
JTB/Midwest Fam Trip	Montego Bay/Negril	9/24-27/2009	Agents in Minneapolis, Minnesota will be targeted to participate on this fam trip to be educated on-island in the resorts of Montego Bay and Negril.	Midwest	McDermoth	16	Agents

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JTB 2009 Product Launch Sales Call Blitz	Inland Empire, CA	9/24-25/2009	JTB will partner with hoteliers on a sales call blitz of this city in California. Teams will be formed and agencies will be visited to update their staff on the Jamaica product.	West	Sales team	70	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	9/24/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
TNT Vacations 2009 Fall Trade Show	Bedford, MA	9/24/2009 0:00	This is one of Jamaica's major tour operators in the Northeast Region and they will showcase their product offerings at their annual shows to help boost winter business.	Northeast	Woolcock	200	Agents
JTB Fall Fam Trip-CANX, no seats available	MBJ/OCJ	9/25-29/2009	Fam trip from the Air Jamaica Philadelphia gateway. These agents will join the other NE fam (9/24-28).	Northeast	JTB/MBJ	5	Agents
Jamaica Day - Promenade Shops at Dos Lagos	Corona, CA	9/25/2009 0:00	This is a consumer multi-pronged event which will include partnership with retail stores at the mall to encourage and promote travel to Jamaica.	West	Holland	500	Consumers
Mansfield Farmers market & Pecan Festival	Mansfield, TX	9/25-26/2009	Opportunity to promote the destination at this annual family event.	Southwest	Rose	8500	Consumers
Destination Training - United Airways Vacations	Phoenix, AZ	9/25/2009 0:00	Training and luncheon seminar to update the reservation agents on the destination product in readiness for the new Phoenix/MBJ service in December.	Southwest	Rose	70	Agents
Democratic Women's Club of FL Annual Convention	Indialantic, FL	9/25/2009 0:00	Opportunity to showcase Jamaica to members of this club and to encourage travel by their members and affiliates to Jamaica.	South	Wright	200	Consumers

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13th Annual "Christians in Action" Trade Show	Ft. Lauderdale, FL	9/25-26/2009	An opportunity to promote the destination and to network with various consumer groups and organizations with the ultimate goal of attracting group travel to Jamaica.	South	Henry	2700	Consumers
Mainline Bridal Show	Radnor, PA	9/26/2009 0:00	An opportunity to showcase the destination to brides-to-be and encourage them to make Jamaica their choice. Excellent event to increase Jamaica's wedding/honeymoon business from this region.	Northeast	Senior	130	Consumers
Travel Leaders Fall Travel Showcase	Maplewood, MN	9/26-27/2009	JTB will partner with Travel Leaders and other suppliers to promote travel to Jamaica. On-site booking will be available to provide vacationers with a one-stop shop during the weekend.	Midwest	McDermoth	12000	Consumers
Travel Leaders 1st Annual Travel Extravaganza	Jacksonville, FL	9/26/2009 0:00	This event will be the first consumer travel show hosted by Travel Leaders and will provide JTB with the opportunity to promote the destination product.	South	Wright	350	Consumers
Perfect Wedding Guide Bridal Show - CANX	Orlando, FL	9/27/2009 0:00	Opportunity to showcase Jamaica as the premier wedding and honeymoon destination in the Caribbean.	South	Wright	400	Consumers
JTB 2009 Product Launch Fall Series	San Diego, CA	9/28/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	West	Holland	80	Agents
IT&ME/The Motivation Show	Chicago, IL	9/29-10/1/2009	Largest international trade event for the incentive travel professional. It is also the premiere motivation show in the U.S.	Groups	Bullock	20000	Buyer
JTB 2009 Product Launch Sales Call Blitz	IOWA	9/29-10/1/2009	JTB will partner with hoteliers on a sales call blitz of this state, targeting the cities of Iowa City, Des Moines, West Des Moines, Davenport and Waterloo. Teams will be formed and agencies will be visited to update their staff on the Jamaica product.	Midwest	Sales team	100	Agents
JTB 2009 Product Launch Fall Series	Orange County, CA	9/29/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	West	Holland	80	Agents

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JTB 2009 Product Launch Fall Series	Charlotte, NC	9/29/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	South	Dobson	50	Agents
JTB/American Airlines New England Fam Trip	Montego Bay/Negril	9/30-10/4/2009	Targeted agents from the New England/NE area will be invited to participate on this fam to Jamaica via American Airlines.	Northeast	Woolcock	14	Agents
JTB Fall Fam Trip	Montego Bay/Negril	9/30-10/5/2009	Agents from the Pacific Northwest will be targeted for a fam trip to Jamaica.	West	JTB/MBJ	14	Agents
JTB 2009 Product Launch Fall Series	Los Angeles, CA	9/30/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	West	Holland	80	Agents
JTB 2009 Product Launch Fall Series	Atlanta, GA	9/30/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	South	Dobson	70	Agents
Maritz Travel Supplier Marketing		10/1-31/2009	"Supplier of the Month" (SOM) opportunity to promote the destination online to the 800 Maritz travel buyers and account executives.	Groups	Bullock	265	Buyer
Destination Training - US Airways Vacations	Tempe, AZ	10/1/2009 0:00	US Airways is scheduled to commence service from Phoenix, AZ to Montego Bay, JA on December 18, 2009, therefore the JTB will train and update the reservation staff at this tour operator's reservation center.	West	Rose/Holland	114	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	10/1/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers

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2009 Caribbean Trade Council Investment & Trade Summit	Hartford, CT	10/2-3/2009	The CTC in partnership with the US Dept of Commerce, the District Export Council and the Metro Hartford Alliance will host the first summit. This will be great opportunity to promote trade and economic cooperation between the Metro Hartford Regional Districts and the Caribbean countries while simultaneously hosting and promoting tourism enrichment within the Greater Hartford community	Northeast	Dobson	1000	Consumers
Jamaica Pre-Concert Festival - Jazz at Lincoln Center	New York, NY	10/2/2009 0:00	The JTB will join Jazz at the Lincoln Center (JALC) by hosting a Pre-Concert Festival prior to the JALC's annual Monty Alexander Band . This festival will present an opportunity to showcase the destination with music, culture and cuisine to approx. 2,000 attendees over a 2 night period. JTB will invite hotel partners and contract with a Jamaican band and restaurants to provide their services.	Northeast	Sinclair	1000	Consumers
JTB 2009 Product Launch Fall Series	Phoenix, AZ	10/2/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	West	Rose	60	Agents
Jamaica Pre-Concert Festival - Jazz at Lincoln Center	New York, NY	10/3/2009 0:00	The JTB will join Jazz at the Lincoln Center (JALC) by hosting a Pre-Concert Festival prior to the JALC's annual Monty Alexander Band. This festival will present an opportunity to showcase the destination with music, culture and cuisine to approx. 2,000 attendees over a 2 night period. JTB will invite hotel partners and contract with a Jamaican band and restaurants to provide their services.	Northeast	Sinclair	1000	Consumers

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JTB/MLT Vacations Fam Trip	MBJ/OCJ/NEG	10/4-10/2009	JTB will partner with charter operator, MLT for reduced cost seats. Top-producing agents from Omaha, NE, Des Moines, IA and Kansas City, MO will be invited on this fam trip for an on-island destination update, to boost Winter sales and to promote the new fall charter service from these gateways.	Midwest	Christie	14	Agents
Rufe Snow Travel Consumer Trade Show	North Richmond Hill, T	10/4/2009 0:00	Opportunity to promote the destination to this agency's large clientele	Southwest	Rose	8000	Consumers
Malcolm Travel Bridal Show	Baton Rouge, LA	10/4/2009 0:00	Opportunity to promote the wedding and honeymoon niche market in Jamaica	South	Henry	600	Consumers
Fantasy Travel Bridal Show	Bradenton, FL	10/4/2009 0:00	JTB will showcase Jamaica as the premier wedding and honeymoon destination in the Caribbean.	South	Wright	300	Consumers
Interline Travel Show	Minneapolis, MN	10/4/2009 0:00	Consumer show targeting airline employees considering a vacation. Great opportunity for Jamaica with non-stop air from Chicago.	Midwest	McDermoth	150	Consumers
Destination Training - GoGo Worldwide Vacations	Lynbrook/Lake Succes	10/6/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Sinclair	16	Agents
OSSN Product Update Luncheon	Palm Beach, FL	10/7/2009 0:00	JTB will co-host a luncheon presentation with the Outside Sales Support Network (OSSN) membership to update these home-based agents on the destination.	South	Henry	30	Agents
Jamaica Night at Travel Plus	Coventry, RI	10/7/2009 0:00	JTB will partner with Travel Plus to host a Jamaica night at the Hampton Inn which will present a great opportunity to position the JTB with a very dynamic agency that loves to promote and sell Jamaica.	Northeast	Woolcock	40	Consumers
JTB 2009 Product Launch Fall Series	Tampa, FL	10/7/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	South	Wright	75	Agents
Home Based Travel Agent Show & Conference	Atlantic City, NJ	10/8-9/2009	Annual event which presents opportunity to update agents affiliated with TheAgent@Home Program.	Northeast	Senior	600	Agents
JTB Travel Agent Update Luncheon	Washington, DC	10/8/2009 0:00	JTB luncheon seminar to update agents on the Jamaica product.	Northeast	Harper	50	Agents

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Destination Training - Vacations to Go	Houston, TX	10/8/2009 0:00	Train and update the reservation agents at this tour operator office.	Southwest	Rose	75	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	10/8/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
JTB "Dine & Discover" Seminar	Miami, FL	10/8/2009 0:00	Invite a select group of agents in the Miami-Dade area for a presentation on the Jamaica product.	South	Henry	10	Agents
JTB 2009 Product Launch Fall Series	Orlando, FL	10/8/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	South	Wright	75	Agents
Adventures in Travel Expo 2009	New York, NY	10/10-11/2009	This Expo is the leading active and adventure travel exposition in the US - a one-stop shopping marketplace, where consumers and the travel trade will find vacation options and travel information. JTB will be joined by our partners to showcase the product.	Northeast	Sinclair/Harper	15000	Consumers
TEAMS	New Orleans, LA	10/12-16/2009	Appointment based trade event for sports group travel.	Groups	Bullock	500	Planners
JTB Sales Call Blitz	Oregon, Utah and Was	10/12/2009 0:00	Intensive call blitz to promote new US Airways service from Phoenix to Montego Bay starting December 2009. Over 125 agencies will be targeted in the cities of Portland, OR, Salt Lake City, UT and Seattle, WA.	West	Sales team	126	Agents
JTB 2009 Product Launch Sales Call Blitz	Portland, OR & Seattle	10/12-16/2009	JTB will partner with hoteliers on a sales call blitz of these 2 cities in Oregon and Washington. Teams will be formed and agencies will be visited to update their staff on the Jamaica product.	West	Sales team	126	Agents

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The Detroit ASTA Travel Show	Detroit, MI	10/13/2009 0:00	This is the only general travel agent's trade show for the year which presents an opportunity to network with both storefront and home-based travel agents.	Midwest	Mesquita	225	Agents
Travel Impressions Trade Show/Dinner Series	Woodbury, NY	10/13/2009 0:00	Excellent opportunity to update the top-producing agents for TI at their annual show.	Northeast	Sinclair	100	Agents
The Grand Rapids Press/West Michigan Travel Show	Grand Rapids, MI	10/14/2009 0:00	This is the only general travel agent's trade show for the year which presents an opportunity to network with both storefront and home-based travel agents.	Midwest	Mesquita	225	Agents
Travel Impressions Trade Show/Dinner Series	Stamford, CT	10/14/2009 0:00	Excellent opportunity to update the top-producing agents for TI at their annual show.	Northeast	Dobson	100	Agents
Liberty Travel Buzz Night	Long Island, NY	10/14-21/2009	Liberty/GoGo is Jamaica's largest supplier of business from the NE and this event will present an excellent opportunity to update this tour operators agents as we begin the drive for winter 2009 business.	Northeast	Sinclair	70	Agents
JTB Fall Fam Trip	Montego Bay/Ocho Ri	10/15-19/2009	The Midwest region will utilize the Air Jamaica gateway out of Ft. Lauderdale as they no longer have air out of Chicago. Top retail agents will be targeted in the following states - Kansas, Missouri, Iowa and Nebraska to participate in this fam.	Midwest	Christie	14	Agents
Mount Sinai Medical Center Mini Consumer Show	New York, NY	10/15/2009 0:00	JTB will join 5 other vendors for this consumer promotion targeting mainly the staff and the public at this medical center. It will be an excellent opportunity heighten awareness of the Jamaican tourism product and help to drive winter sales.	Northeast	Sinclair	7500	Consumers
Travel Impressions Trade Show/Dinner Series	Braintree, MA	10/15/2009 0:00	Excellent opportunity to update the top-producing agents for TI at their annual show.	Northeast	Woolcock	100	Agents

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Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	10/15/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Southeast ASTA Trade Show	Atlanta, GA	10/15/2009 0:00	Annual trade show which offers opportunity to update the trade on the destination and network with the agents and other suppliers.	South	Wright	150	Agents
Liberty Travel - Staten Island Expo	New York, NY	10/16/2009 0:00	This consumer event will be held at the Staten Island Mall which will present an excellent opportunity to showcase the destination to affluent and well educated travelers.	Northeast	Dobson	1000	Consumers
JTB/Apple Vacations Fam Trip	MBJ/NEG	10/17-21/2009	JTB will host the reservation staff of one of our tour operators in the Midwest - Apple Vacations on a fam trip to educate these agents on the Jamaica destination.	Midwest	Bucknor	10	Agents
Macy's Travel Cruise & Vacation Expo	Minneapolis, MN	10/17/2009 0:00	Annual consumer travel expo which targets upscale travelers visiting the largest shopping mall in the United States - Mall of the Americas.	Midwest	McDermoth	5000	Consumers
Destination Training - GoGo Worldwide Vacations	New York City, NY	10/20/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Sinclair	10	Agents
Travel Impressions Trade Show/Dinner	Baltimore, MD	10/20/2009 0:00	Excellent opportunity to update the top-producing agents for TI at their annual show.	Northeast	Harper	100	Agents
Destination Training - GoGo Worldwide Vacations	Lebanon, NH	10/21/2009 0:00	Destination training remains key in our ongoing efforts and strategy to keep our wholesale partners current on the Jamaica product.	Northeast	Woolcock	8	Agents
Destination Training - Cruisin' Plus	Nashville, TN	10/21/2009 0:00	Train and update reservation agents at this travel agency.	South	Wright	12	Agents

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Travel Impressions Trade Show/Dinner	Philadelphia, PA	10/21/2009 0:00	Excellent opportunity to update the top-producing agents for TI at their annual show.	Northeast	Senior	100	Agents
Maine ASTA Trade Show	Portland, ME	10/21/2009 0:00	This annual trade show attracts agents and members of the travel industry from all across Maine and offers an excellent opportunity to promote and update the trade on the destination product.	Northeast	Woolcock	90	Agents
Jamaica Evening at Prestige Travel	Las Vegas, NV	10/21/2009 0:00	Opportunity to update agents at this top selling agency on the destination as well as promote the new US Airways service from the Phoenix gateway commencing December 18, 2009.	West	Rose/Holland	30	Agents
AARP Presents VEGAS@50+	Las Vegas, NV	10/22-24/2009	JTB will host a booth at this event which will present an excellent opportunity to increase the awareness of Jamaica's tourism product among baby boomers and beyond. Over 30,000 people are expected to attend with some 500 exhibiting companies.	National	Dawson/Bullock	35000	Consumers
Travel Impressions Trade Show/Dinner Series	West Orange, NJ	10/22/2009 18:00	Excellent opportunity to update the top-producing agents for TI at their annual show.	Northeast	Senior	100	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	10/22/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
JTB Meet us in Jamaica Fam Trip	Negril	10/23-26/2009	Agents will fly on their own from various gateways throughout the U.S. and meet JTB in Montego Bay to be educated on-island on the resort of Negril and Jamaica in general.	National	JTB/MBJ	20	Agents

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JTB/Midwest Fall Fam Trip	Montego Bay/Ocho Rios	10/24-28/2009	Agents will fly via Air Jamaica from the Chicago gateway to be educated on-island on the destination product.	Midwest	JTB/MBJ	10	Agents
Star Ledger/Apple Vacations Show	Westfield, NJ	10/24-25/2009	A major New Jersey consumer event that encourages over 5,000 attendees to book a vacation that day.	Northeast	Senior	5000	Consumers
JTB/CheapCaribbean.com Fam Trip	Negril/Ocho Rios/Montego Bay	10/25-28/2009	The reservation staff of this online reservation service will be updated on the Jamaica product via a fam trip to the three major resort areas.	Northeast	JTB/MBJ	8	Agents
Heart of Charles Wedding Market	St. Charles, MO	10/25/2009 0:00	A honeymoon show targeting consumers interested in finding a destination to honeymoon. Great opportunity to promote this niche market in Jamaica. The travel agency will have a call-to-action.	Midwest	Christie	3000	Consumers
JTB 2009 Product Launch Fall Series	St. Louis, MO	10/26/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Midwest	Christie	100	Agents
JTB NE Secondary Cities Seminar Series	Portland, ME	10/26/2009 0:00	These seminars remain a key series in promoting Jamaica within the smaller feeder markets which have some of the regions highest producing retail travel agencies. With the anticipated increase in airlift from the Boston gateway, it is important to keep these agents updated on the Jamaica product.	Northeast	Woolcock	30	Agents
AWTA (Alliance of Westchester Travel Agencies) Fall Trade Show	New Rochelle, NY	10/26/2009 0:00	Annual Fall show which presents opportunity to showcase the Jamaica product.	Northeast	Dobson	200	Agents
Rejuvenate Marketplace	Birmingham, AL	10/27-30/2009	Appointment-based trade event for faith-based group travel	Groups	Clarke	500	Planners
JTB 2009 Product Launch Fall Series	Minneapolis, MN	10/27/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Midwest	McDermoth	75	Agents

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JTB NE Secondary City Seminar	Nashua, NH	10/27/2009 0:00	These seminars remain a key series in promoting Jamaica within the smaller feeder markets which have some of the regions highest producing retail travel agencies. With the anticipated increase in airlift from the Boston gateway, it is important to keep these agents updated on the Jamaica product.	Northeast	Woolcock	50	Agents
JTB 2009 Product Launch Fall Series	Chicago, IL	10/28/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Midwest	Bucknor	100	Agents
JTB NE Secondary City Seminar Series	Worcester, MA	10/28/2009 0:00	These seminars remain a key series in promoting Jamaica within the smaller feeder markets which have some of the regions highest producing retail travel agencies. With the anticipated increase in airlift from the Boston gateway, it is important to keep these agents updated on the Jamaica product.	Northeast	Woolcock	40	Agents
Mount Sinai Medical Center Mini Consumer Show	New York, NY	10/29/2009 0:00	JTB will join 5 other vendors for this consumer promotion targeting mainly the staff and the public at this medical center. It will be an excellent opportunity heighten awareness of the Jamaican tourism product and help to drive winter sales.	Northeast	Sinclair	7500	Consumers
Destination Training - STS (Student Travel Svcs)	Baltimore, MD	10/29/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Harper	20	Agents
Jamaica Me Crazy Promotion (final night)	Fairfax, VA	10/29/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmos-phere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers

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Travel Agents of Suffolk County (TASC)	Long Island, NY	10/29/2009 0:00	Annual trade show hosted by TASC which attracts agents from all over Long Island (both Suffolk & Nassau Counties).	Northeast	Sinclair	100	Agents
JTB 2009 Product Launch Fall Series	Milwaukee, WI	10/29/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Midwest	McDermoth	80	Agents
JTB NE Secondary City Seminar Series	Providence, RI	10/29/2009 0:00	These seminars remain a key series in promoting Jamaica within the smaller feeder markets which have some of the regions highest producing retail travel agencies. With the anticipated increase in airlift from the Boston gateway, it is important to keep these agents updated on the Jamaica product.	Northeast	Woolcock	60	Agents
JTB NE Secondary City Seminar Series	Worcester, MA	10/29/2009 0:00	These seminars remain a key series in promoting Jamaica within the smaller feeder markets which have some of the regions highest producing retail travel agencies. With the anticipated increase in airlift from the Boston gateway, it is important to keep these agents updated on the Jamaica product.	Northeast	Woolcock	60	Agents
ING New York City Marathon Health & Fitness Expo	New York, NY	10/30-31/2009	Opportunity to increase the exposure for Jamaica's annual Reggae Marathon as well as the destination product. This event attracts thousands of marathoners as well as consumers.	Northeast	Sinclair/Senior/	72000	Consumer
Live Multi-Station Radio Broadcast	Jamaica	11/1-7/2009	Radio stations from the West Coast will broadcast live 4 to 5-hours each day for 1 week to audiences in California, Nevada, Phoenix, Washington, Oregon and Arizona. Primary support of this program aimed at the new US Airways service from the West Coast scheduled to start December 2009.	National	Willis		Listenership
JTB 2009 Product Launch Fall Series	Boston, MA	11/2/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Woolcock	100	Agents
JTB 2009 Product Launch Fall Series	Cleveland, OH	11/3/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Midwest	Mesquita	60	Agents
JTB 2009 Product Launch Fall Series	Cromwell, CT	11/3/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Woolcock	80	Agents

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GoGo Worldwide Vacations - Open House	White Plains, NY	11/4/2009 0:00	Opportunity to update agents on the Jamaica destination.	Northeast	Dobson	50	Agents
PTANA (Professional Travel Agents of N. America)	Philadelphia, PA	11/4/2009 0:00	1st annual East Coast PTANA (formerly CTO) Chapter Trade Show. Opportunity to update the membership of this chapter.	Northeast	Senior	140	Agents
JTB 2009 Product Launch Fall Series	Detroit, MI	11/4/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Midwest	Mesquita	90	Agents
JTB 2009 Product Launch Fall series	Woodbury, NY	11/4/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Sinclair	100	Agents
JTB 2009 Product Launch Fall Series	Westchester, NY	11/5/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Dobson	80	Agents
South Florida Jerk Festival - Markham Park	Sunrise, FL	11/8/2009 0:00	JTB will support this annual community event which has attracted growing numbers of consumers every year since it's inception.	South	Wright	10000	Consumers
JTB 2009 Product Launch Fall Series	Northern New Jersey,	11/9/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Senior	80	Agents
New World Wine & Food Festival Grand Tasting	San Antonio, TX	11/10-15/2009	Opportunity to showcase the destination at this annual event which attracts a large amount of consumers from Texas and the surrounding cities/states.	Southwest	Rose	2800	Consumers
JTB 2009 Product Launch Fall Series	Philadelphia, PA	11/10/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Senior	100	Agents
JTB 2009 Product Launch Fall Series	Baltimore, MD	11/11/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Harper	100	Agents
ASTA Upper Midwest Fall Supplier Show	Eden Prairie, MN	11/11/2009 0:00	3rd annual travel trade show for ASTA members and supplier companies	Midwest	McDermoth	200	Agents
9th Annual Leadership Summit	Cancun, Mexico	11/12-15/2009	Opportunity to network with meeting planners. A mix of both suppliers and planners will attend.	Groups	Dawson	200	Agents
VSTA (Vermont Society of Travel Agents)	Burlington, VT	11/12/2009 0:00	This annual event is heavily supported by travel agents and members of the tourism industry. JTB will update this group on the destination product.	Northeast	Woolcock	40	Trade
JTB 2009 Product Launch Fall Series	Tyson's Corner, VA	11/12/2009 0:00	Annual Fall seminar series to update the trade on the Jamaica product.	Northeast	Harper	80	Agents

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WITS (Working in Travel Services)	Albany, NY	11/12/2009 18:00	This annual event targets travel agents from the capital region of this upstate NY secondary market and will position Jamaica along with 40 other suppliers attending. Consumers in this market book warm weather destinations during the winter therefore it is an important event to position our destination.	Northeast	Dobson	100	Agents
Meet us in Jamaica Fam	Negril	11/13-16/2009	Agents will secure their own air and fly to Montego Bay to join a group for a fam trip of the Negril resort.	National	JTB/MBJ	20	Agents
Family First Expo	Washington, DC	11/14/2009 0:00	This is an African-American consumer event hosted by CBS Radio, Washington, DC for the 11th consecutive year. JTB will share a booth with Air Jamaica and will give away a prize trip courtesy of Holiday Inn & Air Jamaica.	Northeast	Harper	25000	Consumers
Governor's Mansion Bridal Show	Baton Rouge, LA	11/15/2009 0:00	This travel agency will host a bridal show to showcase Jamaica for weddings and honeymoons.	South	Christie	300	Consumers
Destination Training - Air Tran Reservation Center	Atlanta, GA	11/16/2009 0:00	Train reservation agents on the Jamaica product and convey a 'welcome' message to these agents as Air Tran will begin a new service from Atlanta on Feb. 11, 2010.	South	Christie	200	Agents
Destination Training - Air Tran Reservation Center	Carrollton, GA	11/17/2009 0:00	Train reservation agents on the Jamaica product and convey a 'welcome' message to these agents as Air Tran will begin a new service from Atlanta on Feb. 11, 2010.	South	Christie	85	Agents
Destination Training - Travel Impressions	Farmingdale, NY	11/17/2009 0:00	Train and update tour operator reservation agents on the destination product.	Northeast	Sinclair	15	Agents
Destination Training - Apple Vacations	Newtown, PA	11/18/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Senior	50	Agents
Jamaica Day at American Airlines Vacations	Tulsa, OK	11/18/2009 0:00	Train and update reservation agents at the American Airlines call center.	Southwest	Rose	100	Agents

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Destination Training - Air Tran Reservation Center	Savannah, GA	11/19/2009 0:00	Train reservation agents on the Jamaica product and convey a 'welcome' message to these agents as Air Tran will begin a new service from Atlanta on Feb. 11, 2010.	South	Christie	125	Agents
Philadelphia Enquirer Travel Show	Oaks, PA	11/21-22/2009	This annual event is the only travel show in the Philadelphia area and is the fifth largest market in the US with an affluent community with significant buying power. A large number of consumers and travel agents traditionally attend this show.	Northeast	Senior	8150	Agt/Cons
Cape Fear Bridal Show	Southport, NC	11/21/2009 0:00	Great opportunity to showcase Jamaica as the premier wedding and honeymoon destination in the Caribbean.	South	Wright	300	Consumers
Destination Training - Travel Impressions	Philadelphia, PA	11/25/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Senior	100	Agents
Luxury Travel Expo	Las Vegas, NV	12/1-3/2009	Largest annual event which attracts travel professionals dedicated to the luxury travel market. Great opportunity to showcase the Jamaica product.	West	Rose/Holland	4000	Trade
Fantasy Travel's 5th Annual Travel Show	Bradenton, FL	12/1/2009 0:00	Opportunity to promote the destination at this consumer travel show.	South	Wright	300	Consumers
Destination the World Series	Poughkeepsie, NY	12/4/2009 0:00	Opportunity to promote the destination at this 2-day event being hosted at the Civic Center. The event will be advertised in print and on radio to consumers in this secondary market of Hudson Valley.	Northeast	Dobson	1500	Consumers
Destination the World Series	Poughkeepsie, NY	12/5/2009 0:00	Opportunity to promote the destination at this 2-day event being hosted at the Civic Center. The event will be advertised in print and on radio to consumers in this secondary market of Hudson Valley.	Northeast	Dobson	1500	Consumer

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JTB 2009 Product Launch Sales Call Blitz	KENTUCKY & OHIO (5)	12/7-10/2009	Our trade partners will join with JTB for a sales call blitz of the following cities - Lexington & Louisville, KY; Cincinnati, Dayton & Columbus, OH to update these agents on the destination product.	Midwest	Sales team	90	Agents
Women to Watch-Jewish Intl Women	Washington, DC	12/7/2009 0:00	Conference and gala luncheon targeting Jewish women in the DC area and surrounding areas. JTB will distribute collateral to include the Jewish Diaspora Conference scheduled for Kingston in January 2010.	Northeast	Harper	750	Consumers
JTB "Family Vacation" Fam Trip	Montego Bay/Ocho R	12/10-14/2009	Agents will be invited from the Michigan and Ohio cities and will fly over the Orlando, FL gateway to MBJ on a fam trip targeted to family travel.	Midwest	Mesquita	12	Agents
JTB/Cheeseburger in Paradise	Charlottesville, VA	12/10/2009 0:00	JTB will partner with the restaurant "Cheesburger in Paradise" for a consumer promotion in Virginia to promote the destination. Event will feature tropical food tasting and live island-style music. Customers will have the opportunity to win a trip for two to Jamaica.	Northeast	Harper	85	Consumers
GE Cultural Fair	Jacksonville, FL	12/10/2009 0:00	Jamaica will be one of 6 other Caribbean islands participating in this cultural fair being presented to employees of GE in the Jacksonville area of North Florida. Promotional material and giveaways will be provided.	South	Wright	600	Consumers
Liberty Travel Buzz Night	Manhattan, NY	12/15/2009 0:00	Liberty/GoGo is Jamaica's largest supplier of business from the NE and this event will present an excellent opportunity to update this tour operators agents as we begin the drive for winter 2009 business.	Northeast	Sinclair	80	Agents
Destination Training - Cheap Caribbean.com	Doylestown, PA	12/22/2009 0:00	Train and update reservation agents on the destination product.	Northeast	Senior	70	Agents
JTB/South Sales Call Blitz*CANX to blitz NE	GEORGIA	1/4-7/2010	JTB/South Sales Call Blitz*CANX to blitz NE	South	Sales team	40	Agents
JTB Northeast Sales Call Blitz	New York/NJ	1/4-8/2010	Intensive sales call blitz to drive winter bookings.	Northeast	Sales team	200	Agents

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NJACT Round Table Event (NJ Assn of Central Tvl Prof)	New Jersey	1/7/2010 0:00	Opportunity to promote the destination to this group of travel professionals.	Northeast	Senior	125	Agents
United Vacations 2010 Product Launch/Educational Retreat	Las Vegas, NV	1/8-10/2010	Opportunity to update the trade on the Jamaica destination.	Midwest	Bucknor	200	Agents
Utah Travel Expo 2010	Layton, UT	1/8-9/2010	An opportunity to promote the destination at this expo being organized by Columbus Travel which targets consumers from Salt Lake City, Northern Utah and Southern Idaho. The event will be heavily promoted on radio and TV as well as through email blasts and the show itself will include live radio coverage.	West	Rose	2500	Consumers
8th Annual Bay Area Travel Show*CANX	Santa Clara, CA	1/9-10/2010	Opportunity to meet with potential travelers who will attend this show to explore the world of travel and plan their next vacation. Mainly consumers will attend this event-approx. 8,000, however travel professionals also participate.	West	Holland	8400	Agts/Cons
Macy's Travel Cruise & Vacation Expo-CANX	Minneapolis, MN	1/9/2010 0:00	Annual consumer travel expo which targets upscale travelers visiting the largest shopping mall in the United States - Mall of the Americas.	Midwest	McDermoth	5000	Consumers
Prestige Travel & Cruises Travel Fair 2010	Las Vegas, NV	1/9/2010 0:00	Prestige Travel is a top producing agency for the state of Nevada and this Fair will present an opportunity to promote the Jamaica product.	West	Rose	3000	Consumers
Caribbean Marketplace 2010	San Juan, PR	1/10-12/2010	This annual event is recognized as the most important tourism marketing event of the year for the Caribbean region. JTB will take 3 booths. The Min. of Tourism, the Chairman/DOT, the Deputy Director/Americas as well as our Regional Directors will all participate.	National	JTB Team	1600	Trade
KC Weddings Bridal Spectacular-CANX	St. Charles, MO	1/10/2010 0:00	A honeymoon show targeting consumers. Jamaica will be promoted as the leading Caribbean honeymoon and wedding destination with travel agency call-to-action.	Midwest	Christie	5000	Consumers

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Macy's Travel Expo	Bloomington, MN	1/10/2010 0:00	Travel event showcasing Macy's suppliers at Mall of America. Extensive booking done on site. Event generates continuous calls from consumers with additional bookings.	Midwest	McDermoth	2000	Consumers
JTB South Sales Calls Blitz*CANX to blitz NE	Orlando, FL	1/11-14/2010	JTB will form 3 teams to blitz Orlando and the surrounding areas to update agents on the Jamaica product and introduce the new Air Tran service scheduled to start up February 11, 2010.	South	Wright	120	Agents
JTB Northeast Sales Call Blitz	Baltimore, MD	1/11-15/2010	Intensive sales call blitz to drive winter bookings.	Northeast	Sales team	200	Agents
JTB Northeast Sales Call Blitz	Philadelphia, PA	1/11-15/2010	Intensive sales call blitz to drive winter bookings.	Northeast	Sales team	200	Agents
JTB/NE-Upstate NY Secondary City Seminar*CANX	Buffalo, NY	1/11/2010 0:00	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Northeast	Dobson	50	Agents
JTB/NE-Upstate NY Secondary City Seminar*CANX	Rochester, NY	1/12/2010 0:00	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Northeast	Dobson	60	Agents
JTB/NE-Upstate NY Secondary City Seminar*CANX	Albany, NY	1/13/2010 18:00	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Northeast	Dobson	50	Agents
Avanti Travel Consumer Show	Redding, CA	1/14/2010 0:00	Opportunity to promote the destination to clients of this agency. Discounted packages will be offered to encourage on-site bookings.	West	Holland	400	Consumers

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JTB/NE-Upstate NY Secondary City Seminar*CANX	Fishkill, NY	1/14/2010 0:00	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Northeast	Dobson	50	Agents
Cruise Brothers Vacation Expo	Lincoln, RI	1/16-17/2010	This annual event attracts a large number of consumers over a 2-day period and the Jamaica product will receive great exposure. To jumpstart the winter booking, TNT Vacations will provide on-site booking.	Northeast	Woolcock	6000	Consumers
AAA Cruise & Travel Show	San Antonio, TX	1/16/2010 0:00	Opportunity to promote the destination at this annual consumer show hosted by AAA Travel.	West	Rose	350	Consumers
AAA Cruise & Travel Show	Austin, TX	1/17/2010 0:00	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel.	Southwest	Rose	250	Consumers
Baltimore/Washington Bridal Showcase	Greenbelt, MD	1/17/2010 0:00	Opportunity to increase wedding and honeymoon business from the Baltimore market.	Northeast	Harper	1200	Consumers
Cadillac Travel "Travel Expo"	Bloomington, MI	1/17/2010 0:00	A travel show planned to generate business during the peak of winter and will attract a large consumer base. Jamaica will be featured in printed ads that will reach over 35,000 consumers.	Midwest	Mesquita	5000	Consumers
Vacation Express Trade Show	Atlanta, GA	1/18/2010 0:00	Participation in tour operator trade show to support new Air Tran service from Atlanta to Montego scheduled for start up on February 11.	South	Christie	135	Agents
JTB Northeast Sales Call Blitz	Boston, MA	1/19-22/2010	Intensive sales call blitz to drive winter bookings.	Northeast	Sales team	160	Agents
Connecticut CTO & Travel Impressions Jamaica Presentation	New Haven, CT	1/19/2010 0:00	Jamaica will be showcased at this meeting which presents an excellent opportunity for the JTB and supplier partners to connect with members/travel partners.	Northeast	Dobson	80	Agents
About & Beyond Travel "Jamaica Night"	Duluth, MN	1/20/2010 0:00	JTB will sponsor at Jamaica Night at this travel agency.	Midwest	McDermoth	50	Consumers

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Golfweek's Golfest	Orlando, FL	1/23-24/2010	Opportunity to showcase Jamaica as a major golf destination and to highlight their close proximity to some of the finest resorts in Jamaica.	South	Wright	5000	Consumers
Breton Village Travel Show	Grand Rapids, MI	1/23/2010 0:00	This annual consumer show held at an upscale mall and hosted by Breton Village Travel attracts a large audience and is the only call-to-action consumer show of major significance in the Michigan area. Presents a great opportunity to promote the destination.	Midwest	Mesquita	2000	Consumers
Majestic Travel Honeymoon Show-CANX	St. Charles, MO	1/24/2010 0:00	A honeymoon show targeting consumers. Jamaica will be promoted as the leading Caribbean honeymoon and wedding destination with travel agency call-to-action.	Midwest	Christie	225	Consumers
Mann Travels	Charlotte, NC	1/24/2010 0:00	The most popular annual consumer show in the Carolinas will be used to promote the destination.	South	Christie	1500	Consumers
Gulliver's Travel Vacation Expo*CANX by JTB	Germantown, TN	1/24/2010 0:00	The combination of cold weather, daily non-stop service and a travel expo hosted by one of Jamaica's major producers will provide an opportunity to present Jamaica to consumers who are already planning their summer vacations.	South	Wright	750	Consumers
JTB Midwest Sales Call Blitz	Chicago, IL	1/25-29/2010	Intensive sales call blitz to drive winter bookings.	Midwest	Sales team	200	Agents
JTB Product Launch Winter Series (secondary cities)*CANX	Indianapolis, IN	1/25/2010 0:00	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Midwest	Bucknor	45	Agents
RCMA (Religious Conference Mgmt Assn)	Indianapolis, IN	1/26-29/2010	Annual conference/trade event specifically targeting the US religious planners.	Groups	Bullock	2000	Planners
JTB Product Launch Winter Series (secondary cities)*CANX	Merrillville, IN	1/26/2010 0:00	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Midwest	Bucknor	60	Agents
JTB Product Launch Winter Series (secondary cities)*CANX	Oaklawn, IL	1/27/2010 0:00	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Midwest	Bucknor	70	Agents

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JTB Product Launch Winter Series (secondary cities)*CANX	Rockford, IL	1/28/2010 0:00	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Midwest	Bucknor	35	Agents
AFUWI (Amer. Found. for University of the West Indies) Gala	New York, NY	1/28/2010 0:00	JTB's support of this annual Jamaican/Caribbean Diaspora Fundraising Gala.	Northeast	MS/TK/RW	300	Consumers
ING Total Health & Fitness Expo	Miami, FL	1/29-30/2010	This is now an annual event which attracts a large number of sports/fitness enthusiasts and JTB will partner with Reggae Marathon Ltd. to promote the destination product to these consumers and fitness enthusiasts worldwide.	South	Wright	30000	Consumers
14th Annual Morris Murdock Travel Show	Sandy, UT	1/29-30/2010	Opportunity to promote the destination directly to consumers in UTah.	West	Holland	2500	Consumers
Pleasant Holidays Travel Fair	The Villages, FL	1/30/2010 0:00	Largest street fair in this affluent community to promote travel to consumers.	South	Wright	5000	Consumers
2010 AAA Arizona Travel Show	Phoenix, AZ	1/30-31/2010	This event is expected to attract at least 10,000 attendees and will have on-site booking capabilities. It will also provide the opportunity to promote the new US Airways service PHX/MBJ scheduled to start up December 17, 2009.	West	Rose	10000	Consumers
AAA Cruise & Travel Show	Houston, TX	1/31/2010 0:00	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel.	Southwest	Rose	1500	Consumers
Apollo Travel's 12th Annual Travel Show	Melbourne, FL	1/31/2010 0:00	Lend support to travel agency's show and use opportunity to promote the destination to consumers in this North Florida city.	South	Wright	150	Consumers

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